

## **Case Studies: Driving growth through local government investment in the arts**

### **Purpose of report**

For information.

### **Summary**

Our publication, *Driving growth through local government development of the arts*, argued that the arts have a vital role to play in driving economic growth, and that local government is key to achieving this.

This report shares some of the case studies included in that publication as background for the arts and growth discussion at the Board. They are vivid examples of how councils are driving growth through the arts. They highlight five economic impacts, where local government investment, leadership and support of the arts are key to maximising the contribution of arts to growth.

### **Recommendation**

Members are invited to note the report.

### **Actions**

To be taken forward by officers as directed by members.

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## **Case Studies: Driving growth through local government investment in the arts**

### **Attracting Visitors**

#### ***Basingstoke Festival***

Basingstoke Festival ran from 22 June 2012 to 15 July 2012. It was the first time that an arts and culture festival of this scale had been organised in the Borough. Almost 90 events covering drama, music, dance, comedy, film and creative arts were held in over 20 venues. The festival also featured talks, walks and events that celebrated the history of the area and its countryside. In 2011-12, Basingstoke and Deane Borough Council invested £15,000, which was mainly used for marketing and publicity, and funded a part-time festival coordinator.

The headline findings from an independent impact study showed that the festival contributed towards local growth and helped to improve the productivity of the local visitor economy:

\* More than 130,000 audience members attended nearly 90 events.

**\*The average audience member at selected events sampled during the festival spent between £32 and £60, which generated a total expenditure of between £755,000 and £1.42 million in the local area.**

\*33 per cent of the audience were attracted to Basingstoke from outside the Borough, and spent up to 30 per cent more than audience members from Basingstoke.

**\*It is estimated that £583,000 was spent in the Borough, of which £233,000 (or 40 per cent) was spent by visitors who live outside the Borough, so bringing new money into the economy – a 38:1 rate of return on the councils' £15,000 investment.**

\*64 per cent of attendees said they were irregular attendees of arts events in the Borough, suggesting the festival is attracting a new audience.

### **Creating jobs, developing skills and tackling unemployment**

#### ***Walsall Works – jobs for young people in creative digital services***

Walsall Works was launched in January 2012 and is an innovative two-year programme to create real jobs within real businesses. Walsall Council has made a financial commitment of £2.2 million to stimulate the local economy and tackle youth unemployment. In Walsall, the unemployment rate for 18-24 year-olds is 13.9 per cent, almost twice the national average, and 697 young people are not in education, training or employment.

The objective of Walsall Works is to create jobs in key growth sectors locally – one of these is creative digital services. Employers are offered an incentive payment of up to £6,000 to recruit a young person as an apprentice and support their personal development. This payment enables employers to offer young people work for at least 12 months and pay higher rates than the national apprenticeship wage – in response to research that shows small and medium sized businesses face significant barriers to recruitment because of increased supervision and financial constraints.

**So far 11 creative and digital businesses in Walsall have committed to the scheme and are providing opportunities for young people.** 252 young people registered with Walsall Works expressed an interest in creative and digital businesses, making it one of the most popular choices.

Walsall is currently developing a Creative Industries Academy. A first meeting has been convened with practitioners and employers in this sector to scope out an understanding of the employment growth in the sector. The aim is to develop a pre-apprenticeship model that is fit for future workforce development needs within existing and new creative industries and businesses. The learners will hopefully progress to employment or apprenticeships locally created.

## **Attracting and retaining businesses**

### ***From Hollywood to Borehamwood***

Home to this country's first talking film, Hitchcock's *Blackmail* in 1929, and to the original iconic trilogies of both *Star Wars* and *Indiana Jones*, Elstree Studios has seen its fair share of ups and downs over its 85 year history.

The uncertainty for the future of one of this country's most loved Studios came to an end in 1996 when Hertsmere Borough Council took control of the derelict site, investing £5.5 million to build two new state of the art sound stages opened by HRH the Prince of Wales in 1999. In the past 12 years these two stages alone have generated a total of £10.8 million and continue to generate almost £1 million per annum.

With additional investment into its infrastructure by the Council, the 2000s saw a resurgence at Elstree Studios, particularly in television with live entertainment shows such as *Dancing on Ice* filmed there. The most successful British film of all time, *The King's Speech*, filmed all its interior studios shots at Elstree.

**Currently the Studios pay the Council rental income of £1.1 million - the equivalent of 20 per cent of the Borough council tax subsidised for every home across Hertsmere.**

And yet a quarter of the site is not in use. The Council is investing £2.5 million and secured £2 million from the LEP to transform almost four acres of land into commercial studio space. The LEP money is a loan, part of a revolving loan fund which is repayable with interest so it can be made available to other initiatives across Hertfordshire. It will be repaid from rental income from new studios, which is anticipated to raise £1.1 million to nearly £2 million every year.

## **Developing talent and investing in future value**

### ***Impulse: theatre training for graduates in Hampshire***

Hampshire County Council has invested £15,000 in a new scheme for early career theatre artists in Hampshire. The purpose of *Impulse* is to attract and retain the best young talent in the region, by providing opportunities to work with Hampshire's three producing theatre companies. As well as benefiting the individuals, *Impulse* is part of Hampshire County Council's commitment to connecting communities with creative excellence. This includes developing the best theatre makers in the country in recognition of the importance of theatre to Hampshire's arts and visitor economy. Three artists will benefit from a 16-week residential course in 2012/13.

## **Revitalising places**

### ***The Staffordshire Hoard Mercian Trail***

The Staffordshire Hoard, an internationally-renowned find of Anglo-Saxon gold and silver, was discovered in Hammerwich, just outside Lichfield in July 2009. Soon after its discovery, a partnership of councils (Birmingham City, Stoke-on-Trent City, Staffordshire County, Lichfield District, and Tamworth Borough) and Lichfield Cathedral came together to help raise funds to save and care for the hoard, and to maximise its long-term benefits across the region and further afield. The hoard was successfully jointly acquired by Birmingham City Council and Stoke-on-Trent City Council in June 2010.

To thank local people for their donations to secure the hoard through the 'biggest ever public give' to art, a summer tour was arranged in 2011. It visited Stafford Shire Hall, Lichfield Cathedral and Tamworth Castle between 1 July and 18 September 2011, **attracting over 50,000 with an estimated economic impact of over £1.5 million.** The Hoard Galleries at Birmingham Museum & Art Gallery and The Potteries Museum & Art Gallery in Stoke-on-Trent have also attracted more than a million visitors since the hoard was first displayed.

The Staffordshire Hoard has the potential to shine a light on the region's rich Mercian heritage and expose regionally significant stories in a linked and meaningful way, as well as to generate a wide sense of civic pride and maximise economic regeneration through development of the visitor economy. This is being taken forward as part of the emerging Staffordshire Hoard Mercian Trail. The trail underpins the ambition to boost the region and nation's profile through the Staffordshire Hoard, and will be echoed in the emerging strategies of the local LEPs, the local partner councils and Enjoy Staffordshire's visitor economy strategy.